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News Releases

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FOR IMMEDIATE RELEASE

Tourism

TOURISM PEI LAUNCHES NEW ANNE FACEBOOK APPLICATION

CHARLOTTETOWN, PEI -- Valerie Docherty, Minister of Tourism, is pleased to announce the recent launch of a new "Anne of Green Gables" application designed for Facebook, a popular online social network.

The "All-About-Anne" application includes many unique and exciting features for Facebook users to enjoy. This initiative is one of several marketing activities that has been launched as part of Prince Edward Island's 100th Anniversary of L.M. Montgomery's publication of the Anne of Green Gables™ novel.

"Tourism PEI is very excited about the launch of this marketing initiative and hopes that users will download the application," said Minister Docherty. "Research has clearly demonstrated that online activity has increased over the past few years. Imagine our surprise when we learned there were well over 100 Anne-related Facebook groups."

Facebook has more than 70 million active users and it is the second most trafficked social media site in the world. There are more than six million active user groups on the Facebook site.

The "Anne" application is divided into three layers, the first one being "the quiz" section. It asks fun and random general questions that appeal to different personalities. After the user answers a series of questions, the user will learn which "Green Gable" characters they are most like. A brief character synopsis will also be provided.

In addition, a user can create a profile based on the results of the quiz. They can upload character photos. Users can submit favorite quotes and give Green Gables gifts to other participants with a profile. Memories about Prince Edward Island can also be shared between users. Links to other Anne-related activities are also included on the application.

To log onto the All-About-Anne Fan Page, please visit **www.gentleisland.com** or go directly to the link at **www.gentleisland.com/facebook**.

For more information about Anne 2008, please visit **www.Anne2008.com**.

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